

## Timeline: Sierra Leone Communication Campaign Strategy

This document summarizes an estimated timeline for the implementation of a communication campaign in Sierra Leone to address ways to safely and humanely live with bats.

The USAID PREDICT project aims to characterize risk factors associated with the spread of diseases that can be passed on from animals to humans (zoonotic diseases). The project recently detected a new Ebolavirus in bats, but it is not the virus, Ebola Zaire, that caused the previous recent outbreak. We are working to understand if this virus found in bats can be spread to humans. Our researchers continue to study this virus, but in the meantime, a communication campaign was developed in order to: 1) keep communities informed; 2) preemptively allay any unnecessary fear; and, 3) provide concerned citizens with the tools they need to safely and humanely live with bats, with the understanding that while bats may be the natural host for this and other viruses, they are ecologically essential animals that should be conserved and not exterminated.

The table below includes campaign activities and estimated times of implementation which will be refined in conjunction with local and international stakeholders.

	Activity	Proposed Timing
1	Standby for USAID introduction to in-country implementers such as the Health Communication Capacity Collaborative (HC3) partners, including Johns Hopkins Center for Communication Programs (CCP)	Introduction to implementation partners (ITIP)
2	Draft and finalize communication campaign implementation plan in collaboration with implementing partners, including roles, responsibilities, capabilities, best practices, strategies, and plan for next steps after Presidential Briefing	Within 5 days of ITIP
3	Develop communication materials for general bat-related risk reduction campaign, addressing multiple pathogens and bat-human interactions	Within 10 days of ITIP
4	Complete general bat-related campaign implementation	Within 21 days of ITIP
5	Prepare communication materials for finding-specific bat-related risk reduction, focused on the finding and addressing the request for ways to live safely with bats in and around the home	Within 21 days of ITIP
6	Meeting with the President of Sierra Leone	Presidential Briefing (PB)

7	<p>Convene first meeting as a joint briefing in Freetown with DMOs and DAOs (others: Chief Medical Officers (CMOs), Deputy CMO, district chairpersons, Chiefdom Speakers, City Mayors) for the following districts:</p> <ol style="list-style-type: none"> <li>1. Bombali</li> <li>2. Kambia</li> <li>3. Koinadugu</li> <li>4. Kono</li> <li>5. Freetown</li> </ol> <p>Districts 1 – 3 are the priority (e.g., this may not be needed in urban areas of Freetown where livestock was exclusively sampled) but alternatively, we'll want the message to be diffused at the same time to all districts</p> <p>US-based team joins by videoconference (Zoom) if appropriate</p> <p>Discuss implementation plan and materials</p>	Within 4 days of PB
8	<p>District heads 1 – 3 (perhaps 4 and 5 depending on resources) deploy to their districts and bring together leaders from the individual community sites / villages (26 villages across the 5 districts) for briefing</p> <p>Others to accompany district heads:</p> <ul style="list-style-type: none"> <li>• Aiah Gbakima</li> <li>• James Bangura</li> <li>• MOHS Social mobilization team member(s)</li> <li>• PREDICT SL team</li> <li>• Exclusion technician(s)</li> <li>• Community liaison(s)</li> </ul> <p>Discuss implementation plan and materials</p>	Within 5 days of PB
4	Press release and publication	Day 6 after PB
5	Village leaders visit households	Days 6 -14